



Shape your future infrastructure with BT and Dell Technologies

In a world of change, you need a hybrid cloud strategy you can rely on.

Operating a business through a pandemic is uncharted territory for most. It's transformed how businesses work, think, and serve their customers and employees. And it's driving fundamental change in what technology needs to deliver, accelerating the need for innovation to achieve sustained growth and competitive advantage.

Given its potential to drive greater agility, innovation, and remote collaboration, public cloud adoption has grown substantially as entire workforces have moved to the home office. But for many, it's far from the default choice for everything. In a recent IDC survey of enterprise IT organisations, 86% said they are considering or have already executed "repatriation" - moving applications from public clouds back to the data centre - for one or more workloads,¹ to ensure the security and performance of business-critical applications. There are also concerns regarding the complexity, risk, time, and cost associated with refactoring traditional customer applications.

Take manufacturing. With the growing use of IoT in factories and on production lines, vast amounts of data is being created at speed. Being able to harness insight and analytics from this data, across the global business from the edge to the cloud, could create new revenue opportunities and drive transformation. But how do you achieve this in a way that minimises complexity, optimises security, and gives you value for money?

BT and Dell Technologies; supporting an agile hybrid cloud for agile service delivery

Private Cloud dedicated from BT, in association with Dell Technologies and VMware, is an end-to-end solution that allows you to take full advantage of the agility and automation of public cloud, with the performance, security, and predictability you're used to from a private data centre.

We are unique in our ability to provide choice to our customers, putting you in control of your IT delivery supply chain. You can choose your hosting location (on-premise, BT-hosted or via a third party / CNF), select modular technology stacks, pick a suitable commercial consumption model, and choose from a variety of add-on services including security, professional services, and managed services.

Our approach enables localised cloud-like services to return to the business, while we take care of infrastructure and platform management. This frees up your IT teams to work on revenue-generating innovation, while giving you the opportunity to obtain greater value from your cloud budget.

Our VxRail platform is a reliable, flexible foundation to support cloudlike delivery of your most business-critical applications, uniquely engineered with VMware. Wrapped up in BT's expert managed services, you can relax knowing that the day-to-day running of that platform is in safe hands.

Map your ideal journey to hybrid cloud

Together, we make sure you get the most out of your applications in the cloud. By refreshing your architecture to a hyperconverged infrastructure, you have the trusted foundation to create a future-proofed private cloud for all your business needs. Plus, you get greater commercial flexibility with our pay-as-you-use pricing model.

1 Source: Benefits of the Consistent Hybrid Cloud : A Total Cost of Ownership Analysis of the Dell Technologies Cloud, IDC, 2019

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Remove hybrid cloud complexity whilst maintaining autonomy and control

With a consistent infrastructure and operating model you can work in a more efficient, agile way. What's more, it's ultra-easy to use, with single-click deployment, plus a 'single pane of glass' for network management, automation, and lifecycle management. The technology does all the heavy lifting, creating a scalable infrastructure for developing and deploying cloud-native apps with 15x faster cloud deployment. You can now have the same intelligent IT infrastructure stack across your private, public, and edge environments, enabling you to embark on digital transformation with confidence.

Accelerate innovation

With Dell Technologies' VxRail platform and VMware technology at the heart of your transformation, deployment of hybrid cloud is fast and easy. You can migrate workloads without having to re-factor them, and automate processes using VMware Cloud Foundation and VxRail's powerful administrative tools to achieve 6x higher ROI over 5 years and 2.5x higher productivity.²

Improve cloud economics

Our flexible commercial model offers you solid cloud economics. There is less need to buy hardware, minimising assets and reducing the need for CapEx. Plus, you can optimise TCO with pricing that scales up and down to suit business demands. And, you can eliminate application re-work costs to achieve 40% lower TCO than a traditional 3-tier deployment.

We keep businesses safe and sound

We have 70 years' experience protecting the world's largest multinational organisations and governments, giving us real-world experience to make sure your solution is secure. We safeguard against 6,500 cyberattacks per day and block over 100 million malicious communications each month, which give us the data we need to understand the latest threats.

Get in touch with your BT account manager to find out how we can help or visit www.bt.com/global for more information.

Offices worldwide

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We helped a large oil and gas company modernise its infrastructure

Having multiple data streams across legacy systems made it hard to make critical business decisions accurately or quickly. With Private Cloud dedicated, they built an efficient, end-to-end hyperconverged infrastructure – modernising their data centre, with a clear path to hybrid cloud.

Business benefits:

- unified data access, eradicating siloes
- simpler management of 1000s of virtual machines
- easy expansion to public infrastructure
- improved security and reliability.

Why BT and Dell Technologies?

- **Trusted partnership:** BT and Dell Technologies have been key technology partners for 15 years. Private Cloud dedicated is a result of our joint innovation to produce a design fit for today's hybrid enterprise use cases.
- **Global reach:** Together we deliver service and support to more than 180 countries.
- **An end-to-end solution:** With infrastructure from Dell Technologies, cloud integration from VMware, and a managed service wrap from BT, you get the best of hybrid cloud in one trusted package.

² Source: IDC Business Value Snapshot sponsored by Dell Technologies and Intel: The Business Value of Dell EMC VxRail and VMware Cloud Foundation on VxRail, October, 2020

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